

California State Journal of Medicine.

OWNED AND PUBLISHED MONTHLY BY THE
Medical Society of the State of California

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State Journal, - - - } San Francisco.
Official Register, - - - }

IMPORTANT NOTICE!

Notify the office promptly of any change of address, in order that mailing list and addresses in the Register may be corrected.

SEPTEMBER, 1904.

THE NEXT A. M. A. MEETING.

The next meeting of the A. M. A. will be held at Portland, Oregon, July 11-14, 1905. Applications for membership may be secured at the office of the Society, Room 1, Y. M. C. A. Building, San Francisco.

EDITORIAL NOTES.

The Royal Commission which has been investigating the relation between human and bovine tuberculosis for the past three years has recently made a partial report. The commission finds that animals infected with tuberculosis derived from man exhibit no gross or histological differences in pathology, nor any perceptible variation in clinical effects from those animals inoculated with bovine tuberculosis. This is contra to the theory advanced by Koch and supported by some observers, and is of importance. Its direct bearing on the milk question cannot be gainsaid, and there should be no modification of the existing legislative restrictions in regard to cattle afflicted with tuberculosis; rather they should be increased and more rigidly carried out. A final report has not yet been handed in by the commission, but there is no reason to believe that the completed work of that body will materially differ from or contradict this preliminary utterance. All cattle in or near communities of men, and especially all cattle on milk ranches and dairies, should be carefully inspected, and at sufficiently frequent intervals.

Two pretty strong lay publications—*The Ladies' Home Journal* and *Everybody's Magazine*—agree with the STATE

ADVERTISING "PROMOTES." JOURNAL OF MEDICINE in believing that to advertise a thing is to "promote its use," and acknowledge that admitting quack-medicine "ads" to their advertising pages would help to swindle their readers and profit the nostrum men. It is certainly unfortunate that some, or rather most medical journals, cannot appreciate the truth of the argument and realize their absurd and undignified course. They claim virtue for their reading pages, but admit their advertising pages to profitable prostitution. Even official organs and journals "owned, controlled and published" by the medical profession are doing the same disgraceful thing. It is a great shock, for instance, to see *American Medicine* "promoting the use" of Fig Syrup by giving it a whole page of space in a journal that is "founded, owned and controlled by the Medical Profession of America"!

In May, *Everybody's Magazine* launched a rather widely advertised campaign against nostrum advertising. A few pages of quack medicine "ads" were dropped and several thousand letters were written to doctors and medical journals, calling attention to the fact. We were strongly tempted to comment on this at the time, but decided to wait and see what happened. Shortly after *Everybody's* gun was fired, the *Ladies' Home Journal* got the range and loosed a highly explosive shell; the article on "Patent Medicines" has been widely copied. Unfortunately for the Curtis Publishing Co., Mr. Bok, in his article in the *Ladies' Home Journal*, chose for special attack one of the very few, if, indeed, not the only one of the host of "nostrums" which probably does not contain any alcohol. This particular one is, we believe, made by a process suggested some fifteen years or so ago by Prof. Hallberg; the alcohol with which the vegetable principles are extracted is replaced by glycerin. Thus was the strength of Mr. Bok's attack very greatly weakened, for his paper was promptly sued for \$200,000, and he was compelled to retract, editorially, in a subsequent number of his journal. He might have said all that he did say, about any one of the nostrums in the table published and which we have reprinted, and been perfectly safe. It is an illustration of a very unfortunate blunder.

In the case of *Everybody's Magazine*, the spasm of virtue was more apparent than real. It is true that they did drop some pretty rank "ads," and for that much they deserve credit. But in their circular letter they say: "We decline to carry any patent medicine or other fraudulent and otherwise objectionable advertise-